



UNITED STATES ENVIRONMENTAL PROTECTION AGENCY  
WASHINGTON, DC 20460

OFFICE OF CHEMICAL SAFETY  
AND POLLUTION PREVENTION

May 12, 2020

Richard H. Collier  
Regulatory Agent  
Church & Dwight Co. Inc.  
P.O. Box 5126  
Valdosta, GA 31603

Subject: Label Amendment: Emerging Viral Pathogens Claim  
Product Name: Hydra  
EPA Registration Number: 10772-21  
Application Date: April 9, 2020  
Decision Number: 561701

Dear Mr. Collier:

The amended label referred to above, submitted in connection with registration under the Federal Insecticide, Fungicide and Rodenticide Act, as amended, is acceptable. This approval does not affect any conditions that were previously imposed on this registration. You continue to be subject to existing conditions on your registration and any deadlines connected with them.

A stamped copy of your labeling is enclosed for your records. This labeling supersedes all previously accepted labeling. You must submit one copy of the final printed labeling before you release the product for shipment with the new labeling. In accordance with 40 CFR 152.130(c), you may distribute or sell this product under the previously approved labeling for 18 months from the date of this letter. After 18 months, you may only distribute or sell this product if it bears this new revised labeling or subsequently approved labeling. "To distribute or sell" is defined under FIFRA section 2(gg) and its implementing regulation at 40 CFR 152.3.

Because you have opted to add statements pertaining to emerging viral pathogens to your label as described in the August 19, 2016, Guidance to Registrants: Process For Making Claims Against Emerging Viral Pathogens Not On EPA-Registered Disinfectant Labels ("Guidance"), [https://www.epa.gov/sites/production/files/2016-09/documents/emerging\\_viral\\_pathogen\\_program\\_guidance\\_final\\_8\\_19\\_16\\_001\\_0.pdf](https://www.epa.gov/sites/production/files/2016-09/documents/emerging_viral_pathogen_program_guidance_final_8_19_16_001_0.pdf), you are subject to the following additional terms of registration:

1. You may make statements pertaining to emerging viral pathogens only through the following communications outlets: technical literature distributed exclusively to health care facilities, physicians, nurses and public health officials, "1-800" consumer information services, social media sites and company websites (non-label related). These statements shall not appear on marketed (final print) product labels.

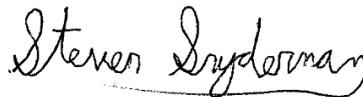
2. Your statements pertaining to emerging viral pathogens must adhere to the format approved on the Agency-accepted master label.
3. You may make statements pertaining to emerging viral pathogens only upon a disease outbreak that meets all the following criteria:
  - a. The causative organism must be a virus that causes an infectious disease that has appeared in a human or animal population in the U.S. for the first time, or that may have existed previously but is rapidly increasing in incidence or geographic range.
    - i. For human disease, the outbreak is listed in one of the following Centers for Disease Control (CDC) publications:
      - A. CDC Current Outbreak List for “U.S. Based Outbreaks” ([www.cdc.gov/outbreaks](http://www.cdc.gov/outbreaks)),
      - B. CDC Current Outbreak List for “Outbreaks Affecting International Travelers” with an “Alert” or “Advisory” classification ([www.cdc.gov/outbreaks](http://www.cdc.gov/outbreaks)) (also released through the CDC’s Health Alert Network (HAN) notification process)
      - C. Healthcare-Associated Infections (HAIs) Outbreaks and Patient Notifications page ([www.cdc.gov/hai/outbreaks](http://www.cdc.gov/hai/outbreaks))
    - ii. For animal disease, the outbreak is identified as an infectious disease outbreak in animals within the U.S. on the World Organization for Animal Health (OIE) Weekly Disease Information page ([www.oie.int/wahis\\_2/public/wahid.php/Diseaseinformation/WI](http://www.oie.int/wahis_2/public/wahid.php/Diseaseinformation/WI)).
      - A. The CDC or OIE has identified the taxonomy, including the viral family and/or species, of the pathogen and provides notice to the public of the identity of the emerging virus that is responsible for an infectious disease outbreak. Based on the taxonomy of the outbreak pathogen identified by the CDC or OEI, the pathogen's viral subgroup is large non-enveloped and enveloped.
      - B. The virus can be transmitted via environmental surfaces (non-vector transmission), and environmental surface disinfection has been recommended by the CDC, OIE or EPA to control the spread of the pathogen.
4. You may begin communicating statements pertaining to emerging viral pathogens only upon CDC or OIE’s publication per term 3.a. of an outbreak of an emerging viral pathogen meeting all of the criteria of term 3. You must cease and remove all such non-label communications intended for consumers no later than 24 months after the original publication of the outbreak per term 3.a., unless the Agency issue written guidance to the contrary due to continued public health concerns. The emerging pathogen claim language may remain on the master label.

5. Terms from points 1 through 4 above shall become immediately void and ineffective if registration for use against Rotavirus and/or Rhinovirus Type 39 is suspended or cancelled or no longer meets the criteria for a disinfectant claim (see EPA Product Performance Test Guideline 810.2200). In addition, terms B.1 through B.4 above shall become immediately void and ineffective upon your receipt of evidence of ineffectiveness against any pathogen in a less-resistant Spaulding category.

Should you wish to add/retain a reference to the company's website on your label, then please be aware that the website becomes labeling under the Federal Insecticide Fungicide and Rodenticide Act and is subject to review by the Agency. If the website is false or misleading, the product would be misbranded and unlawful to sell or distribute under FIFRA section 12(a)(1)(E). 40 CFR 156.10(a)(5) list examples of statements EPA may consider false or misleading. In addition, regardless of whether a website is referenced on your product's label, claims made on the website may not substantially differ from those claims approved through the registration process. Therefore, should the Agency find or if it is brought to our attention that a website contains false or misleading statements or claims substantially differing from the EPA approved registration, the website will be referred to the EPA's Office of Enforcement and Compliance.

Your release for shipment of the product constitutes acceptance of these conditions. If these conditions are not complied with, the registration will be subject to cancellation in accordance with FIFRA section 6. If you have any questions, you may contact the disinfectants list at [disinfectantslist@epa.gov](mailto:disinfectantslist@epa.gov).

Sincerely,



Steven Snyderman, Acting Product Manager 33  
Regulatory Management Branch 1  
Antimicrobials Division (7510P)  
Office of Pesticide Programs

Enclosure: stamped label

(parenthetical text) and [bracketed text] is optional; *italicized* text is informational.

Hydra

{Alternate Brand Names}

OXICLEAN™ Antibacterial Cleaner (multipurpose spray)

OXICLEAN™ Antibacterial Kitchen Degreaser (multipurpose spray)

KABOOM™ Plus Disinfex 3-in-1 Bathroom Spray

KABOOM™ Plus Disinfex 3-in-1 All-Purpose Spray

KABOOM™ With the Power of OXICLEAN™ Stain Fighters (multipurpose spray)

KABOOM™ With the Power of OXICLEAN™ Stain Fighters Bathroom Cleaner

KABOOM™ With the Power of OXICLEAN™ Stain Fighters Shower, Tub (and) (&) Tile Cleaner

KABOOM™ Stain Fighters Shower, Tub (and) (&) Tile Cleaner with the Power of OXICLEAN™

KABOOM™ (Shower, Tub (and) (&) Tile) (Cleaner) (with (the Power of) OXICLEAN™ (Stain Fighters)) (Bathroom Cleaner)

**Active Ingredient:**

Hydrogen Peroxide.....3.00%  
Other ingredients.....97.00%  
Total: 100.00%

{Note: Precautionary text and signal word is optional.}

**[CAUTION]**

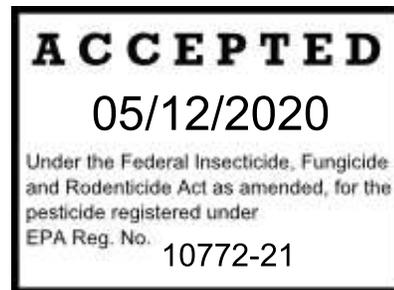
Keep Out of Reach of Children

EPA Reg. No.: 10772-21

EPA Est. No.: 075371-IN-003; 10772-NJ-001

Manufactured [by] [for]:  
Church & Dwight Co., Inc.  
500 Charles Ewing Blvd.  
Ewing, NJ 08628

Net contents:  
15 FL.OZ. (.93 PT.) (443 mL)



(parenthetical text) and [bracketed text] is optional; *italicized* text is informational.

16 FL. OZ. (1 PT.) (473 mL)  
17 FL. OZ. (1 PT. 1 FL. OZ.) (502 mL)  
20 FL. OZ. (1 PT. 4 FL. OZ.) (591 mL)  
21.0 FL. OZ. (1 PT. 5 FL. OZ.) (621 mL)  
21.5 FL. OZ. (1 PT. 5.5 FL. OZ.) (636 mL)  
22 FL. OZ. (1 PT. 6 FL. OZ.) (650 mL)  
24 FL. OZ. (1 PT. 8 FL. OZ.) (709 mL)  
26 FL. OZ. (1 PT. 10 FL. OZ.) (768 mL)  
29.3 FL. OZ. (1 PT. 13.3 FLOZ.) (866 mL)  
30 FL. OZ. (1 PT. 14 FL. OZ.) (887 mL)  
32 FL. OZ. (1 QT.) (946 mL)  
34 FL. OZ. (1 QT. 2 FL. OZ.) (1.05L)  
36 FL. OZ. (1 QT. 4 FL. OZ.) (1.06 L)  
40 FL. OZ. (1 QT. 8 FL. OZ.) (1.18L)  
64 FL. OZ. (2 QTS.) (1.89 L)  
128 FL. OZ. (1 GAL.) (3.79 L)

Ingredients: Water, hydrogen peroxide, trisodium dicarboxymethyl alaninate, alkylbenzene sulfonic acid, C10-12 alcohol ethoxylates, citric acid, dipropylene glycol butyl ether, fragrance

*{NOTE TO REVIEWER: This product meets the EPA's criteria of Toxicity Category IV by all routes of exposure. Therefore, a Signal Word, Precautionary Language and First Aid Statements are not required in accordance to EPA Label Review Manual: Chapter 7. The Precautionary Statements and First Aid Statements below are optional and may or may not appear on the container labeling.}*

**[PRECAUTIONARY STATEMENTS: Hazardous to Humans and Domestic Animals]**

**[Caution.]** [Harmful] [if swallowed], [absorbed through the skin] [or inhaled]. [Causes moderate eye irritation.] [Avoid contact with [skin], [eyes] [or clothing] [or breathing spray mist]. Wash thoroughly with soap and water after handling and before eating, drinking, chewing gum, using tobacco or using the toilet. Remove and wash contaminated clothing before reuse.]

**[FIRST AID.]** [ **If swallowed:** Call a poison control center immediately for treatment advice. Have person sip a glass of water if able to swallow. Do not induce vomiting unless told to by a poison control center or doctor. Do not give anything to an unconscious person.][ **If on skin:** Take off contaminated clothing. Rinse skin immediately with plenty of water for 15-20 minutes. Call a poison control center or doctor for treatment advice.][ **If inhaled:** Move person to fresh air. If person is not breathing, call 911 or an ambulance, then give artificial respiration, preferably mouth-to-mouth if possible. Call a poison control center or doctor for further treatment advice.][ **If in eyes:** Hold eye open and rinse slowly and gently with water for 15-20 minutes. Remove contact lenses, if present, after the first 5 minutes, then continue rinsing.][ Call a poison control center for treatment advice. Have the product container or label with you when calling a poison control center or doctor or going for treatment. For general information on product use, call the National Pesticides Information Center at 1-800-858-7378. For emergencies, call the poison control center 1-800-222-1222.]

(parenthetical text) and [bracketed text] is optional; *italicized* text is informational.

## DIRECTIONS FOR USE

It is a violation of Federal law to use this product in a manner inconsistent with its labeling. Read and follow all directions and precautions on this product label.

**[To Operate:** Turn nozzle counter clockwise to preferred usage.]

**[To Operate:** Turn nozzle to ("ON") (desired) position.]

**(To Operate:)** **[To Open:** Lift tab up, push back and press tab down to lock into open position.]

**[To Close:** Release tab from locked position, push tab down and snap closed.]

**[To Refill (Bottle):** Remove trigger sprayer. Pour in product from refill container and replace trigger.]

**[To Refill (Bottle):** Remove trigger unit from empty bottle and attach to new bottle.]

TO CLEAN: Apply to [hard][and] [soft] surface[s] until thoroughly wet. Wipe with clean [, damp] cloth [or sponge]. [For best results, use a damp cloth or sponge.] [For tough soils, let product soak into soil before wiping.]

For soap scum, apply to surface until thoroughly wet. Let product stand and penetrate soap scum [for 3 minutes]. Wipe clean with a damp cloth [or sponge] [and rinse with water].

[For soft surfaces, spray surface until thoroughly wet.] [ Let stand [for 3 minutes] to penetrate stain, and then blot up [the stained area] with a clean colorfast sponge or cloth. If stain persists, repeat.]

**[Can be used on** [For use on] *{Insert hard non-porous surfaces from Table 3 and/or 5}* [and most bathroom surfaces.] Pre-test on an inconspicuous area for colorfastness.

**[DO NOT USE** on eating/cooking utensils, glasses/dishes or cookware, unfinished, oiled, or waxed wood surfaces, natural stone, natural marble, brass, wool, leather, or silk. [For other surfaces, test in an inconspicuous area.]

TO SANITIZE: Hold container 6"-8" from surface and spray until thoroughly wet.

Hard Non-porous surfaces – Let stand 10 seconds. Wipe clean with a [damp] cloth or sponge. Pre-clean heavily soiled surfaces. [Effective against *{Insert non-food contact sanitization bacteria from Table 7}*.]

*{Option 1 Soft Surface Directions}*

\*Soft surfaces - Apply to a clean fabric surface. Let stand 45 seconds to spot sanitize. Blot [stained] area with a clean colorfast sponge or cloth. [Effective against *{Insert soft surface sanitization bacteria from Table 7}*.] [Blot dry with cloth.]

OR

*{Option 2 Soft Surface Directions}*

\*Soft surface - Apply to a clean fabric surface. Let stand 30 seconds to spot sanitize. Blot [stained] area with a clean colorfast sponge or cloth. [Effective against *{Insert soft surface sanitization bacteria from Table 7}*.] [Blot dry with cloth.]

OR

*{Option 3 Soft Surface Directions}*

(parenthetical text) and [bracketed text] is optional; *italicized* text is informational.

\*Soft surface - Apply to a clean fabric surface. Let stand 30 seconds to spot sanitize. Blot [stained] area with a clean colorfast sponge or cloth. [Effective against *{Insert soft surface sanitization bacteria from Table 7}.*] **For *Escherichia [E.] coli***: Apply product to surface so that surface remains wet for 45 seconds. [Blot dry with cloth.]

TO DISINFECT: Hard, non-porous surfaces: Hold container 6"-8" from surface and spray until thoroughly wet.

Bacteria\* and Viruses†: Let stand for 5 minutes. Wipe clean with a [damp] cloth [or sponge]. Pre-clean heavily soiled surfaces. [Effective against *{Insert disinfection bacteria and/or viruses from Table 7}.*]

Fungi [Athlete's Foot Fungus]: Spray. Let stand 10 minutes. Wipe with a [damp] cloth [or sponge]. Pre-clean heavily soiled surfaces. [Effective against Trichophyton [T.] mentagrophytes [(Athlete's Foot Fungus)].]

TO PREVENT MOLD [AND MILDEW] [growth] on [cotton and polyester] Fabrics:

[Fabric Mildewstat] [To inhibit mold and mildew growth]: Apply to fabric surface. Air dry. Repeat [application] every 21 days to inhibit mold [and mildew growth. [Effective against *Aspergillus [A.] niger [mildew]* and *Penicillium [P.] variable.*]

OR

[Fabric Mildewstat] [To inhibit mold and mildew growth]: Apply to a clean fabric surface. Air dry. Repeat [application] every 28 days to inhibit mold [and mildew growth. [Effective against *Aspergillus [A.] niger [mildew]* and *Penicillium [P.] variable.*]

*{Will choose either 21-day fabric mildewstat instructions without precleaning or 28-day fabric mildewstat with precleaning for final printed labeling. This will be reflected in any fabric mildewstat claims appearing on final printed labeling}*

### ***{Residential Containers}***

### **STORAGE AND DISPOSAL**

*{Nonrefillable containers}*

Nonrefillable container. Store in original container in areas inaccessible to small children. Keep securely closed. Do not reuse or refill this container. Place [container] in trash or offer for recycling, if available.



*{Refillable bottles intended to be refilled by the consumer}*

Store in original container in areas inaccessible to small children. Keep securely closed. Do not reuse or refill this container except as described in the directions for use. Refill only with this product. Place [container] in trash or offer for recycling, if available.

(parenthetical text) and [bracketed text] is optional; *italicized* text is informational.



*{Institutional Containers}*

*{Nonrefillable containers}*

**STORAGE AND DISPOSAL:**

Do not contaminate water, food or feed by storage and disposal.

**PESTICIDE STORAGE:** Store in original container in areas inaccessible to children. Keep securely closed.

**PESTICIDE DISPOSAL:** To avoid waste, use all material in this container according to label directions. Wastes resulting from the use of this product must be disposed of on site or at an approved waste disposal facility.

**CONTAINER DISPOSAL:** Non-refillable container. Do not reuse or refill this container. Clean container promptly after emptying. Triple rinse (or equivalent). Follow pesticide disposal instructions for rinsate. Then discard in trash or offer for recycling, if available.



*{Refillable bottles intended to be refilled by the consumer}*

**STORAGE AND DISPOSAL:** Do not contaminate water, food or feed by storage and disposal.

**PESTICIDE STORAGE:** Store in original container in areas inaccessible to children. Keep securely closed.

**PESTICIDE DISPOSAL:** To avoid waste, use all material in this container according to label directions. Wastes resulting from the use of this product must be disposed of on site or at an approved waste disposal facility.

**CONTAINER DISPOSAL:** Do not reuse or refill this container except as described in the directions for use. Refill only with this product. Place [container] in trash or offer for recycling if available.

(parenthetical text) and [bracketed text] is optional; *italicized* text is informational.



Questions or Comments:

[Call]1.XXX.XXX.XXXX

Mon-Fri 9AM-5PM ET

Website:

[www.oxiclean.com/antibacterial](http://www.oxiclean.com/antibacterial)

[www.kaboomkaboom.com/kaboomplusdisinfex](http://www.kaboomkaboom.com/kaboomplusdisinfex)

[www.kaboomkaboom.com](http://www.kaboomkaboom.com)

[www.oxiclean.com](http://www.oxiclean.com)

*NOTE: Any claim may appear on either FRONT / BACK panel in bullet / paragraph format*

#### **Marketing Claims:**

(Clean & Simple) (Complete) (Complete OXICLEAN™ Clean) (Easy) (Easy to use) (Everyday Cleaner) (Everyday Use)(Effective) (H<sub>2</sub>O<sub>2</sub>) (O<sub>2</sub> Powered) (Modern) (Multi-Action) (Multi-Clean) (Multi-Purpose) (Multi-Surface) (Multi-Task) (Power & Clear) (Simple Power) (Triple Action) (Ready to use) (Streak-Free) (Versatile) (with Oxygen)(Beautiful) (Bright) (Brilliant) (Glistening) (See-through) (Streak-Free) shine (Non-abrasive) (Streak-free) (formula) (Cleaner) (Cleans) (Cleaning)(Degreaser) (Degreases) (Grease releaser) (with Grease Release Action) (Deodorize) (Deodorizer) (Deodorizes) (Deodorizing)(Disinfect) (Disinfects) (Disinfectant) (Disinfecting) (Bathroom) (Floor) (Glass & Surface) (Kitchen) (Multi-Purpose) (Cleaner) (Disinfectant) (Deodorant) (Cleans) (Cuts) (Cuts through) (Degreases) (Destroys) (Dissolves) (Eliminates) (Penetrates) (Removes) (the following) following {*Insert one or more items from Table 1*} (tough) (the toughest) (even the toughest) (stubborn) (everyday) [stains] (with no bleach) (with no chlorine bleach) (Effective) (Effectively) (Effortlessly) (Effortless) (Fresh) (Good) (Great) (Maximum Cleaning Power) (Smell) (Smelling) (Smells) (Clean) (Cleans) (Cleaner) (Cleaning) (with the power of OxiClean Stain Fighters)

Now -and/or- New [!] and -or- & Improved [!] {*to be used as a claim descriptor only for the first 6 months on shelf*}

From OXICLEAN™, your stain removal partners

It's from OXICLEAN™, removing stains {*insert stain from Table 1*} for over XX years

Tackles the toughest stains {*insert stain from Table 1*} all around the house [in the home]

Tackling the toughest stains {*insert stain from Table 1*} all around the house [in the home] for XX years

Leaves surfaces sparkling

(parenthetical text) and [bracketed text] is optional; *italicized* text is informational.

Clear drying formula for multiple surfaces

Clean the OXICLEAN™ way

[Clean] with the power of Oxygen

Bleach-like whitening

Get whiter whites without the worry of chlorine spills

From couch to counter

Powers through, Powers Away [soap scum] [grime] [hard water buildup] [and] [stains]

Tough on Grime Easy on You

Does the Hard Work for You!

100% Tough™

No Hard Scrubbing

Breaks through soap scum and hard water buildup

Safe for Septic Systems

Powers out Soap Scum and Grime

Penetrates and Lifts Soap Scum and Grime

Micro-Bubbles [penetrate] [power out] [ and] [ remove] [lift] [ stains] [soap scum] [&] [and] [grime]

Removes Soap Scum and Grime

**Fragrance Claims**

Sparkling Citrus

Citrus Clean

Citrus Zest

Lemon Verbena

Fresh Citron

Fresh Scent

Fresh Water Splash

Fresh Water Sparkle

Fresh Water Springs

Arctic Chill

Arctic Splash

Blue Wave

Cool Summer Shower

(parenthetical text) and [bracketed text] is optional; *italicized* text is informational.

Classic Clean  
Crisp Morning Air  
Ocean Air  
Moonlit Ocean  
Rain Mist  
Refreshing spring  
Sparkling Water  
Summer Dew  
Waterfall  
Water Lily

### **Packaging Claims**

(Bonus) (Bonus x%) (Bonus x oz.) (X% Discount) (X% More (Free)) (X oz. Free) (X% More (free) (vs. X oz.))  
(X oz. at x oz. Price) (X oz. for the x oz. Price) (X oz. at the Price of x oz.) (X oz. for the Price of x oz.)  
(More than) (Over) (X # of squirts per bottle) (X # of sprays per bottle) (X # of uses per bottle)  
(Great) (Mega) (Super) (Trial) (Value) (Pack) (Refill) (Size)(Money back guarantee) (Your # 1 choice)  
(For more stain fighting ideas)

### **Cleaning Claims**

A formula that leaves a streak-free shine  
(A) friendly (cleaner) (cleaning)  
A shining [pure] clean you can see/trust  
(All-in-1) (complete) (cleaning) (action)  
Alternative bleach cleaner  
[Available in] Economical refill  
Bathrooms, sinks and faucets and floor areas  
Better than ever on {stains} *{insert stain from Table 1 below}*  
Bleach alternative cleaner  
Bleach-free cleaner  
Bleach cleaning power without the damaging effects, chlorine fumes and residue!  
Breaks down (and lifts out) tough stains with supercharged OXICLEAN™ Stain Fighters  
Brightens  
Bubbles so you (know)/(see) it's working  
(Chlorine) Bleach cleaning alternative  
Chlorine bleach alternative cleaner  
[Chlorine] bleach free cleaner  
Chlorine free bleach cleaner  
Cleans & Disinfects *{insert hard nonporous surfaces from Table 5}*  
(OXICLEAN™) (a clean) you can trust  
Cleans  
  
Cleans bathroom soils  
Cleans blood  
Cleans everyday messes  
Cleans fingerprints  
Cleans food

(parenthetical text) and [bracketed text] is optional; *italicized* text is informational.

Cleans mildew  
Cleans rust  
Cleans to a shine  
Cleans [up] grease and grime  
Clear drying formula  
Clings to for a powerful clean  
Cleaner works in a kind way  
Cleans x (countertops) (floors) (square feet) (area)  
Cleans and shines  
Cleans (and smells) (great) (fantastic)  
Cleans non-food contact surfaces  
Cleans (tough) grease (better than) (ever) (before)  
Cleans with a (sparkling) (fresh) (floral) (citrus) scent  
Cleans without leaving a (dull) residue (behind)  
Color safe  
Compatible with equipment surfaces *{insert surface/site from Table 3, 5, 6}*  
[Compatible with -or- Suitable] [for use on] equipment surfaces  
Compatible with -or- Suitable –or compatible with equipment surfaces for computer surfaces  
Complies with VOC laws  
Confidence in cleaning  
Contains (just enough) (cleaning) ingredients for (those) everyday touch ups  
Contains maximum stain fighting power  
Contains (effective) (fast-acting) (grease cutters) (cleaning agents)  
Contains no abrasives  
Contains (water) and (active) (oxygen)  
Controls (pet) (smoke) (cooking) odors (fast) (quickly)  
Convenient (surface) cleaner *{insert surface/site from lists below}*  
Convenient (kitchen) (and) (bathroom) surface cleaner *{insert surface/site from lists below}*  
Cuts -and/or- removes grease -and/or grime-and/or- sweat  
Cuts Tough Grime without Scrubbing  
Cuts cleaning time  
Deep down clean  
Designed -or- Ideal for daily [cleaning] [use]  
Designed – or – Ideal for in home cleaning  
Easy [cleaning]  
Easy to use (formula) (formulation) (refill)  
[Easily] removes soap scum  
Easily removes soap scum, hard water stains, and dirt  
Effective [cleaner -or- cleaning] [formula]  
Effective cleaning  
Effectively works on (many) (hard) non-porous surfaces  
Efficacious cleaner (without compromise)  
[OXICLEAN™] essential for oxygen clean  
Foaming action penetrates your toughest messes  
Foams (and) (bubbles) so you know it's working  
For a deep down clean  
For computer [terminal][workstation] cleaning  
For a deep clean

(parenthetical text) and [bracketed text] is optional; *italicized* text is informational.

For direct application

For easy cleaning

For everyday (use) (usage) (touch-ups)

For multiple cleaning (tasks)

Friendly to your (floor) surfaces

Get a true clean (with) (this product)

Gives you (a) streak-free shine (while it cleans)

Gives you multiple cleaning actions (-) (removes) (eliminates) (cuts through) (stains) *{insert stain from Table 1}* (and) (deodorizes)

Gives you streak-free cleaning (on most bathroom surfaces) *{insert surface/site from Table 3, 4, 6}* (from countertops to mirrors) (on floors)

Gives you streak-free cleaning (on most kitchen surfaces) *{insert surface/site from Table 3, 4, 6}* (from appliances to greasy stovetops) (on floors)

Go ahead (spray)

Good for use with microfiber cloths

Grease cut (-ter) (-ting) formula

Help(s) make your room OXICLEAN™ clean

Ideal to spot sanitize and remove stains on large soft surface areas (like couches, throw rugs, curtains)

Ideal to spot clean large soft surface areas (like couches, throw rugs, curtains)

Ideal for spot cleaning

Ideal for sanitizing places on large household items like couches, rugs and countertops (that cannot fit into your machine)

Perfect way to spot clean large household items like couches, rugs and countertops

Ideal for use in gyms -and/or- health clubs-and/or- wellness centers

Ideal for use in schools -and/or- offices -and/or- public places

Ideal for use on high touch surfaces

It (foams) (and) (bubbles) so you know it's working

Just spray[,] [and] wipe [and you're done!]; no scrubbing required!

Labor saving no-rinse formula (rinsing required on food contact surfaces)

Leaves a (long-lasting) (fresh) (clean) scent

Leaves a (whitening) shine

Leaves no (dull) (filmy) (sticky) residue

Leaves nothing behind (except) (but) (the) (smell) (of clean) (shine)

Leaves (virtually) no (annoying) (chemical) (scum) (residue) (film)

Leaves your *{insert surface/site from Table 3, 5, 6}* (fresh) (clean) (and) (fragrant)

Leaves your *{insert surface/site from Table 3, 5, 6}* (fresh) (clean) (and) (sparkling) (shiny)

Leaves your *{insert surface/site from Table 3, 5, 6}* (with a) (fresh) (and) (clean) scent

Lifts out (and breaks down) tough stains with supercharged OXICLEAN™ Stain Fighters

Light touch up quick cleaning

Low Streak formula (!)

Makes your (floor) cleaning job easier (in the) (kitchen) (and) (bathroom)

Makes grout and hard surfaces look radiant

Makes cleaning easier

Money-saving refill

Multipurpose Cleaner

Multi-Surface Cleaner

(parenthetical text) and [bracketed text] is optional; *italicized* text is informational.

No added [perfumes] [and] [or] [dyes][and] [or] fragrance  
No mess (cleaner) (cleaning)  
No mixing, measuring, or rinsing required (rinsing required for food contact surfaces)  
No need for gloves  
No (need) (for) (gloves) (masks) (goggles) (protective eye wear) (face mask) (not) (necessary) (needed)  
No need for protective eye wear  
No need to dilute  
No phosphates  
No rinsing  
No scrubbing necessary!  
No (sticky) (tacky) (residue) (film)  
No (streaky mess) (or) (powdery residue)  
Non-abrasive  
Non-corrosive  
Now cleans (tough) grease (better than) (ever) (before)  
Oxygen-based [disinfectant] [cleaner] kills [99.9%] of bacteria/viruses  
Packaging made with [x%] recycled –or recyclable plastic  
Pleasant smell  
Powerful cleaner  
Proof is in the clean  
Quickly deodorizes  
[Quickly] removes dirt and grime  
Radiant shine  
Ready to use (multi-purpose) (kitchen) (cleaner)  
Releases powerful cleaning agents (on contact)  
Releases powerful OXICLEAN™ Stain Fighters (on contact)  
Removes offensive odors from {*insert surface/site from Table 3,5,6*}  
Removes (oxidizable)(oxidized) stains  
Removes stains  
Shine(s) like new  
(Shower, Tub (and) (&) Tile) (Cleaner) (Bathroom Cleaner)  
Smell of clean  
Sparkling shine  
Spray trigger  
Stain remover  
Stains disappear (before your eyes)  
Starts cleaning on contact  
Starts to work before you do (on)  
Starts to work before (you do) (your eyes)  
Streak-free (clean) (cleaning) (cleaner)  
Streak-free [shine] [cleaner]  
Strong cleaning  
Strong (effective) cleanser  
Strong effective cleanser (with a) (non-chemical) (fresh) (scent)  
Strong effective cleanser (with a non-chemical scent)  
Suitable for everyday use  
[The] smell of clean

(parenthetical text) and [bracketed text] is optional; *italicized* text is informational.

The smell of (OXICLEAN™) (clean)  
The toughest (instantly) disappear  
(This product) cleans and shines  
This product's formula cleans and shines  
This room is OXICLEAN™ clean  
Tough on grime  
Tough stains (instantly) disappear  
Trusted heritage (of) (Hydrogen Peroxide) (H2O2)  
Uses no unnecessary chemicals  
Versatile for all bathroom surfaces  
Watch (start to) (disappear) (dissolve) (breakdown) right before your eyes  
Watch (the) (tough) (toughest) disappear  
With (Hydrogen Peroxide) (H2O2)  
Works great (smells great)

### **Stain Claims**

Removes -and/or- Cleans the following: *[insert stain(s)/soil(s) from Table 1]*  
Removes dried on [blood]  
Removes grease and grime  
Removes *[insert stain(s)/soil(s) from Table 1]*  
Removes [tough] *[insert stain(s)/soil(s) from Table 1]*  
[micro-bubbles] [Removes] [penetrate] [power out] [and] [remove] [lift] [stains] [soap scum] [&] [and] [grime]

### **Deodorizing Claims**

Deodorizer  
Deodorizes  
Deodorizes food odors [like garlic and onion] [left behind on kitchen surfaces] [after cooking]  
Eliminates odors [as it cleans]  
No alcohol smell  
Pleasant odor  
Removes odors  
[This product] will deodorize hard, nonporous surfaces from [where obnoxious odors may develop]  
[This product] will deodorize surfaces in [and] [other] places bacteria growth can cause malodors

### **General Antimicrobial Claims**

(3-in-1) [clean -s, -er, -ing][deodorize -s, -er, -ing][disinfect -s, -ant, -ing]  
(3x Cleaning Power) [clean -s][deodorize -s][disinfect -s]  
3 (cleaning) actions (in one bottle) [clean -s, -er, -ing][deodorize -s, -er, -ing][disinfect -s, -ant, -ing]  
3 (cleaning) actions (in one bottle) [remove -s stains][clean -s][disinfect -s] [deodorize -s]  
(4-in-1) (clean-s, -er, -ing)[disinfect -s, -ant, -ing][remove -s non-living allergens][sanitize -s hard surfaces][spot sanitize -s fabric -s]  
(4x Cleaning Power) [(cleans)[disinfects][removes non-living allergens][sanitizes hard surfaces][spot sanitizes fabrics]  
(4-in-1) (cleans)[disinfects][removes non-living allergens][sanitizes hard surfaces][spot sanitizes fabrics]  
4 (cleaning) actions (in one bottle) [disinfects][removes non-living allergens][sanitizes hard surfaces][spot sanitizes fabrics]  
3-in-1 Bathroom Cleaner [Disinfectant] [Cleaner] [Deodorizer]

(parenthetical text) and [bracketed text] is optional; *italicized* text is informational.

1 [One] step (disinfection)

A convenient way to (clean) (disinfect) (and) (deodorize)

(Action)

(Advanced)

(All-in-1) [cleaner][deodorizer][disinfectant]

(All-in-1 Complete) [cleaner/cleans][deodorizer/deodorizes][disinfectant/disinfects]

For a better (4-in-1) (kind of) clean[disinfects][removes non-living allergens][sanitizes hard surfaces][sanitizes fabrics]

For (a) complete (clean) (cleaning action)

(Antibacterial) (Antibacterial Action) (Bactericidal) (Bactericide) (Germicidal) (Virucidal†)

(Disinfect) (Disinfects) (Disinfectant) (Disinfecting)

Antibacterial Cleaner cleans and kills bacteria

Antibacterial (surface) {*insert surface/site from Table 3,5,6*} cleaner

Antibacterial glass (and surface) {*insert surface/site from Table 3,5,6*} cleaner

Antibacterial (kitchen) (and) (bathroom) surface {*insert surface/site from Table 3,5,6*} cleaner

Antibacterial 4-in-1 action

Can help prevent cross-contamination by (household) bacteria on treated surfaces [between surfaces treated with this product]

Cleaner + stain fighting power + antibacterial protection for around the house

Cleans as it disinfects

Combines (streak-free) cleaning with antibacterial action

Controls odor-causing bacteria

Controls odor-causing bacteria in the (kitchen) (and) (bathroom)

Designed as a general cleaner and disinfectant

Disinfection for your (kitchen) (and) (bathroom) (floors)

Disinfects (and) (deodorizes)

Disinfects (and) (deodorizes) hard, non-porous surfaces

Helps prevent the spread of cold and flu viruses† on surfaces

Oxygen-based formula cleans and sanitizes

Surface cleaner (with antibacterial formula)

(This product) will help (you) keep your (surfaces) clean (and disinfected)

Use [only] one product to get a streak-free shine (plus antibacterial action)

Deodorizes odors caused by bacteria -or- [and non-fresh foods]

Kills odor causing bacteria in the kitchen -or- bathroom

[This product] deodorizes areas that are hard to keep fresh smelling [or other areas prone to odors caused by microorganisms]

### **Hard Non-Porous Surface Sanitizing Claims**

Fast sanitization [against bacteria]

Oxygen based formula cleans and sanitizes

Kills 99.9% of bacteria

Powers out the toughest stains and bacteria without stripping color

[Quick] [Fast] [Rapid] [10 second] [bacterial] [*Insert 1 or more strains from Table 7 under non-food contact sanitization*]  
*sanitization*][Sanitizer]

Sanitizer [Sanitizes]

[Quick] [Fast] [Rapid] [10second] [One Step] [1 Step] [Sanitizer] [Sanitization]

[Quick] [Fast] [Rapid] [10second] [One Step] [1 Step] Non-Food Contact Sanitizer

Speedy Sanitizer

Cleans and sanitizes [quickly] [in One Step]

(parenthetical text) and [bracketed text] is optional; *italicized* text is informational.

Cleans, deodorizes, and sanitizes [in one [quick] [fast] [rapid] step]

When you need fast sanitization!

When you need to kill bacteria fast!

Kills 99.9% bacteria fast [quickly][rapidly][in 10 seconds]

In 10 seconds, 99.9% bacteria are dead!

Kills 99.9% {*Insert bacteria from Table 7 list under non-food contact sanitizer*} fast [quickly][rapidly][in 10 seconds]

{Non-Food Contact Sanitizer} Effective against {*Insert bacteria from Table 7 list under non-food contact sanitizer*}

Fast kill where you need it most

Eliminates 99.9% of (household) bacteria in 10 seconds

### **Hard Non-Porous Surface Disinfecting Claims**

[disinfection] [disinfecting]

Broad spectrum [general] disinfectant

Destroys bacteria on {*insert site from Table 3,5,6*}

Disinfectant [&] Cleaner

Disinfects [bathroom bacteria]

Kills [*insert organism(s) from Table 7*]

Kills bacteria on {{*insert surface/site from Table 3,5,6*}

Oxygen-based [disinfectant] kills [99.9%] of bacteria/viruses

Reduces bacteria on {{*insert surface/site from Table 3,5,6*}

Kills 99.9% of [bacteria germs][virus<sup>†</sup>][and][fungi], [Influenza A plus H1N1 virus<sup>†</sup>]

Kills 99.9% of odor causing bacteria[germs] [With Germfighter<sup>°</sup> Technology]

Designed as a general cleaner and disinfectant[/sanitizer]

Cuts tough dirt [grease] and grime and kills 99.9% of bacteria (in the bathroom) (on) {*insert surface/site from Table 3,5,6*}

Cuts tough grease and grime and kills 99.9% of bacteria [germs] (in the kitchen) (on) {*insert surface/site from Table 3,5,6*}

Destroys germs (that ordinary cleaners don't)

Disinfects {*insert surface/site from Table 3,5,6*}

Disinfects and removes offensive odors from {*insert surface/site from Table 3,5,6*}

*Disinfects bacteria and virus [in {insert location from Table 6}][on{Insert items from Table 3 or 5}]*Effective against {*Insert organisms from Table 7 under disinfection*}Eliminates 99.9% of bacteria[germs] [virus<sup>†</sup>][fungi][and][fungus]

Eliminates 99.9% of (household) bacteria [germs] (in 5 minutes)

Eliminates [99.9%] bacteria from (kitchen) (and) (bathroom) {*insert surface/site from Table 3,5,6*}

Eliminates [99.9%] bacteria (in) (the) (kitchen) (and) (bathroom)

Eliminates [99.9%] germs (that ordinary cleaners don't) °

Eliminates [99.9%] (kitchen) (and) (bathroom) bacteria

Freshens while killing bacteria[germs][virus<sup>†</sup>][fungus]

Inhibits the growth of [mold] [and] [mildew] for [up to] [21] [28] days on fabric

Kills (99.9% of) bacteria

Kills 99.9% of bacteria in one step

Kills 99.9% of bacteria and leaves surfaces sparkling

Kills (99.9% of) bacteria and germs

Kills (99.9% of) bacteria and (&) viruses<sup>†</sup>

Kills (99.9% of) bacteria for a deep down clean

Kills (99.9% of) bacteria on home healthcare surfaces

(parenthetical text) and [bracketed text] is optional; *italicized* text is informational.

Kills (99.9% of) (Escherichia coli O157:H7 (E. coli)) (and) (Salmonella enterica)(other organisms) *{insert organism from Table 7 under disinfection}*

Kills (99.9% of) germs

Kills (99.9% of) germs (including (the) cold° and flu<sup>†</sup> viruses<sup>†</sup>)

Kills (99.9% of) germs with (its) 4-in-1 action

Kills (99.9% of) (household) bacteria (in 5 minutes)

Kills (99.9% of) the following (household) bacteria commonly found in kitchens on hard, non-porous surfaces in 5 minutes:{organisms} *{insert organism from Table 7 under disinfection}*

Kills (99.9% of) the following (household) bacteria commonly found in bathrooms on hard, non-porous surfaces in 5 minutes:{organisms} *{insert organism from Table 7 under disinfection}*

Kills (99.9% of) viruses<sup>†</sup> and (&) bacteria

Kills (99.9% of) viruses<sup>†</sup> and (&) bacteria (including (the) cold° and flu<sup>†</sup> viruses)

Kills bacteria and viruses<sup>†</sup> on hard, non-porous (kitchen) (and) (bathroom) surfaces in 5 minutes

Kills bacteria and viruses<sup>†</sup> on hard, non-porous (kitchen) surfaces in 5 minutes

Kills bacteria commonly found in (the) (kitchen) (and) (bathroom) (in 5 minutes)

Kills bacteria for a deep down clean

Kills germs (that ordinary cleaners don't)

Kills germs

Kills (household) bacteria

Kills (household) bacteria (commonly found in) (bathrooms) (and) (kitchens) (on hard, non-porous surfaces) (in 5 minutes)

Kills (household) bacteria (in 5 minutes) (commonly found in) (bathrooms) (and) (kitchens)

Kills (kitchen) (and) (bathroom) germs

Kills (kitchen) (household) bacteria

Kills Viruses<sup>†</sup>

Multi-Surface Cleaner Disinfectant

Prevents the growth of [mold] [and] [mildew] for [up to] [21] [28] days on fabric

Reduces the amount of bacteria on a surface

Removes bacteria

Designed as a general cleaner and disinfectant

(parenthetical text) and [bracketed text] is optional; *italicized* text is informational.

**Spot Soft Surface Sanitizer Claims {for Option 1 Directions}**

[Oxygen based] \*Soft Surface Sanitizer [Sanitization]

[Oxygen based] \*Soft Surface [Spot][Fabric] Sanitizer [Sanitization]

Kills 99.9% of bacteria on \*soft surfaces [fabric][upholstery][*{insert one or more items from Table 4}*]

Oxygen based formula cleans and [spot] sanitizes \*soft surfaces [fabric] [upholstery][*{insert one or more items from Table 4}*]

Powers out the toughest stains and bacteria without stripping color in fabrics

[45 second] [bacteria] [*Insert 1 or more strains from Table 7 under soft surface sanitization*] \*soft surface sanitization[Sanitizer]

[*Insert 1 or more strains from Table 7 under soft surface sanitization*] soft surface [spot] sanitizer

\*Soft Surface [Fabric] Sanitizer [Sanitizes]

[45 second] [One Step] [1 Step] \*Soft Surface [Fabric] Sanitizer

[45 second] [One Step] [1 Step] \*soft surface sanitizer [for the [*Insert one or more locations from {Table 6}*]]

Cleans and sanitizes fabrics [\*soft surfaces] [\*soft and hard surfaces] quickly [in One Step]

Cleans, deodorizes, and sanitizes fabrics [\*soft surfaces] and [hard surfaces] in one step

When you need fabric [and surface] sanitization[!]

When you need to kill bacteria on soft and hard surfaces[!]

Kills 99.9% bacteria [in 45 seconds]

In 45 seconds, 99.9% bacteria are dead on soft surfaces[!]

Kills 99.9% [*Insert bacteria from Table 7 list under soft surface sanitizer*] [in 45 seconds]

[Soft Surface Sanitizer] Effective against [*Insert bacteria from Table 7 list under soft surface sanitizer*]

Eliminates 99.9% of (household) bacteria on fabric [soft surfaces] in 45 seconds

\*To Spot Sanitize

**Spot Soft Surface Sanitizer Claims {for Option 2 Directions}**

[Oxygen based] \*Soft Surface Sanitizer [Sanitization]

[Oxygen based] \*Soft Surface [Spot][Fabric] Sanitizer [Sanitization]

Kills 99.9% of bacteria on \*soft surfaces [fabric][upholstery][*{insert one or more items from Table 4}*]

Oxygen based formula cleans and [spot] sanitizes \*soft surfaces [fabric] [upholstery][*{insert one or more items from Table 4}*]

Powers out the toughest stains and bacteria without stripping color in fabrics

[30 second] [bacteria] [*Insert 1 or more strains from Table 7 under soft surface sanitization*] \*soft surface sanitization[Sanitizer]

[*Insert 1 or more strains from Table 7 under soft surface sanitization*] soft surface [spot] sanitizer

\*Soft Surface [Fabric] Sanitizer [Sanitizes]

[30 second] [One Step] [1 Step] \*Soft Surface [Fabric] Sanitizer

[30 second] [One Step] [1 Step] \*soft surface sanitizer [for the [*Insert one or more locations from {Table 6}*]]

Cleans and sanitizes fabrics [\*soft surfaces] [soft and hard surfaces] quickly [in One Step]

Cleans, deodorizes, and sanitizes fabrics [\*soft surfaces] and [hard surfaces] in one quick [fast] [rapid] step

When you need fast fabric [and surface] sanitization[!]

When you need to kill bacteria fast on soft and hard surfaces[!]

Kills 99.9% bacteria fast [quickly][rapidly][in 30 seconds]

In 30 seconds, 99.9% bacteria are dead on \*soft surfaces[!]

Kills 99.9% [*Insert bacteria from Table 7 list under soft surface sanitizer*] fast [quickly][rapidly][in 30 seconds]

[\*Soft Surface Sanitizer] Effective against [*Insert bacteria from Table 7 list under soft surface sanitizer*]

Eliminates 99.9% of (household) bacteria on fabric [\*soft surfaces] in 30 seconds

\*To Spot Sanitize

(parenthetical text) and [bracketed text] is optional; *italicized* text is informational.

### **Spot Soft Surface Sanitizer Claims {for Option 3 Directions}**

[Oxygen based] \*Soft Surface Sanitizer [Sanitization]

[Oxygen based] \*Soft Surface [Spot][Fabric] Sanitizer [Sanitization]

Kills 99.9% of bacteria on \*soft surfaces [fabric][upholstery][*insert one or more items from Table 4*]

Oxygen based formula cleans and [spot] sanitizes \*soft surfaces [fabric] [upholstery][*insert one or more items from Table 4*]

Powers out the toughest stains and bacteria without stripping color in fabrics

[Bacteria] [*Insert 1 or more strains from Table 7 under soft surface sanitization*] soft surface sanitization[Sanitizer]

[*Insert 1 or more strains from Table 7 under soft surface sanitization*] \*soft surface [spot] sanitizer

\*Soft Surface [Fabric] Sanitizer [Sanitizes]

[One Step] [1 Step] \*Soft Surface [Fabric] Sanitizer

[One Step] [1 Step] \*soft surface sanitizer [for the [*Insert one or more locations from {Table 6}*]]

Cleans and sanitizes fabrics [\*soft surfaces] [soft and hard surfaces] quickly [in One Step]

Cleans, deodorizes, and sanitizes fabrics [\*soft surfaces] and [hard surfaces] in one step

When you need fabric [and surface] sanitization[!]

When you need to kill bacteria fast on \*soft and hard surfaces[!]

Kills 99.9% bacteria

99.9% bacteria are dead on soft surfaces[!]

Kills 99.9% [*Insert bacteria from Table 7 list under soft surface sanitizer*] fast [quickly][rapidly]

[\*Soft Surface Sanitizer] Effective against [*Insert bacteria from Table 7 list under soft surface sanitizer*]

Eliminates 99.9% of (household) bacteria on fabric [\*soft surfaces]

\*To Spot Sanitize

### **Fabric Mildewstat Claims {28-day claim requiring pre-cleaning}**

Fabric Mildewstat[fungistat]

Controls[Inhibits][Prevents] the growth of mold [and] [mildew] for [up to] [28 days on clean[pre-cleaned] fabric

Controls[Inhibits][Prevents] the growth of [fungi][fungus][fungal spores][mold spores][mold & mildew spores] [for [up to] 28 days on clean[pre-cleaned] fabric]

Controls[Inhibits][Prevents] the growth of mold [and] [mildew] for [up to] 28 days on clean[pre-cleaned] [*Insert one or more of the items in Table 4*]

Controls[Inhibits][Prevents] the growth of mold [and] [mildew] on clean[pre-cleaned] [*Insert one or more of the items in Table 4*]

Controls[Inhibits][Prevents] the growth of [fungi][fungus][fungal spores][mold spores][mold & mildew spores] [for [up to] 28 days on clean[pre-cleaned] fabric] on [*Insert one or more of the items in Table 4*]

Controls[Inhibits][Prevents] the growth of [fungi][fungus][fungal spores][mold spores][mold & mildew spores] on clean[pre-cleaned] [*Insert one or more of the items in Table 4*]

Controls[Inhibits][Prevents] the growth of mold [and] [mildew] for [up to] 28 days on [clean [pre-cleaned] fabric] [soft surfaces] in [*Insert one or more of the locations in Table 6*]

Controls[Inhibits][Prevents] the growth of mold [and] [mildew] on [clean[pre-cleaned] fabric] [soft surfaces]in [*Insert one or more of the locations in Table 6*]

Controls[Inhibits][Prevents] the growth of [fungi][fungus][fungal spores][mold spores][mold & mildew spores] [for [up to] 28 days on clean[pre-cleaned] fabric] in [*Insert one or more of the locations in Table 6*]

Controls[Inhibits][Prevents] the growth of [fungi][fungus][fungal spores][mold spores][mold & mildew spores] on [clean[pre-cleaned] fabric] [soft surfaces] in[*Insert one or more of the locations in Table 6*]

Controls the growth of [mold] [and] [mildew] for [up to] [28 days on clean[pre-cleaned] fabric

Inhibits the growth of [mold] [and] [mildew] for [up to] 28 days on clean[pre-cleaned] fabric

Prevents the growth of [mold] [and] [mildew] for [up to] 28 days on clean[pre-cleaned] fabric

Controls the growth of [mold] [and] [mildew] for [up to] 28 days on clean[pre-cleaned] fabric

(parenthetical text) and [bracketed text] is optional; *italicized* text is informational.

**Fabric Mildewstat Claims** {21-day claim not requiring pre-cleaning}

Fabric Mildewstat[fungistat]

Controls[Inhibits][Prevents] the growth of mold [and] [mildew] for [up to] 21 days on fabric

Controls[Inhibits][Prevents] the growth of [fungi][fungus][fungal spores][mold spores][mold & mildew spores] [for [up to] 21 days on fabric]

Controls[Inhibits][Prevents] the growth of mold [and] [mildew] for [up to] 21 days on {*Insert one or more of the items in Table 4*}

Controls[Inhibits][Prevents] the growth of mold [and] [mildew] on {*Insert one or more of the items in Table 4*}

Controls[Inhibits][Prevents] the growth of [fungi][fungus][fungal spores][mold spores][mold & mildew spores] [for [up to] 21 days on fabric] on {*Insert one or more of the items in Table 4*}

Controls[Inhibits][Prevents] the growth of [fungi][fungus][fungal spores][mold spores][mold & mildew spores] on {*Insert one or more of the items in Table 4*}

Controls[Inhibits][Prevents] the growth of mold [and] [mildew] for [up to] 21 days on [fabric] [soft surfaces] in {*Insert one or more of the locations in Table 6*}

Controls[Inhibits][Prevents] the growth of mold [and] [mildew] on [fabric] [soft surfaces] in {*Insert one or more of the locations in Table 6*}

Controls[Inhibits][Prevents] the growth of [fungi][fungus][fungal spores][mold spores][mold & mildew spores] [for [up to] 21 days on fabric] in {*Insert one or more of the locations in Table 6*}

Controls[Inhibits][Prevents] the growth of [fungi][fungus][fungal spores][mold spores][mold & mildew spores] on [fabric] [soft surfaces] in {*Insert one or more of the locations in Table 6*}

Controls the growth of [mold] [and] [mildew] for [up to] 21 days on fabric

Inhibits the growth of [mold] [and] [mildew] for [up to] 21 days on fabric

Prevents the growth of [mold] [and] [mildew] for [up to] 21 days on fabric

Controls the growth of [mold] [and] [mildew] for [up to] 21 days on fabric

(parenthetical text) and [bracketed text] is optional; *italicized* text is informational.

**General Usage Claims**

Economical [Disinfectant] [Cleaner] [Deodorizer]  
 Three steps to clean [Disinfectant] [Cleaner] [Deodorizer]  
 Groundbreaking cleaner + stain remover + antibacterial protection  
 Knocks out the toughest kid and pet messes, removing and odor [on carpet]  
 Knocks out the toughest kid and pet messes, removing and odor [fabrics]

**Non-Pesticidal Allergen Claims**

Breaks Down non-living Allergens[!][including {insert one or more items from Table 2}][in{insert one or more locations from Table 6}][on {insert one or more items from Table 3 or 5}]  
 Controls (the most) (common) non-living allergens [including {insert one or more items from Table 2}][in{insert one or more locations from Table 6}][on {insert one or more items from Table 3 or 5}]  
 Destroys [Eliminates] non-living Allergens[!][including {insert one or more items from Table 2}][in{insert one or more locations from Table 6}][on {insert one or more items from Table 3 or 5}]  
 Destroys -or- deactivates dust mite matter -or- particles, cockroach matter -or- particles, and pet dander allergens [found in dust] [in{insert one or more locations from Table 6}][on {insert one or more items from Table 3 or 5}]  
 [Penetrates and] breaks down dust mite matter -or- particles, cockroach matter -or- particles, and pet dander allergens [found in dust] [in{insert one or more locations from Table 6}][on {insert one or more items from Table 3 or 5}]  
 Reduces dust mite matter -or- particles, cockroach matter –or particles, and pet dander allergens [found in dust]  
 Reduces non-living Allergens[!][in{insert one or more locations from Table 6}][on {insert one or more items from Table 3 or 5}]  
 Reduces up to XX% of (inanimate) (non-living) allergens [that become airborne from {insert one or more items from Table 3, 4 or 5}], [such as {insert one or more items from Table 2}]  
 [This product] kills germs and destroys non-living allergens [while cleaning hard, nonporous surfaces.]  
 [This product] kills germs on surfaces, controls mold & mildew on fabric, and destroys non-living allergens.  
 Deodorizes[Disinfects][controls mold & mildew on fabric], and destroys non-living allergens

**Use Sites**

{Table 1:} Soils / Odors: (Graphic - depicting soil)

Baby food	Dirt (greasy dirt)	Hard Water stains	Pet odors	Wine
Bacon fat	Dust	Heel / Scuff marks	Pet stains	
Bathtub rings	Eggs	Juice / Wine stains	Rust	
Beverage stains	Fingerprints	Lime scale	Smears / Smudges	
Blood stains	Food odors	Mildew stains	Smoke / Smoking odors	
Baked / Burnt on food	Food stains	Mold stains	Soap scum	
Coffee	Gravy	Mud	Stains / Soils	
Cooking odors	Grease (splatter)	Organic soils / stains	Tea	
Cosmetic stains	Grime	Outdoor grime	Tomato sauce	
Crayon / Pencil marks	Hair dye	Pancake mix	Toothpaste	
Debris	Handprints	Pen / Ink mark	Tough soils / stains	

{Table 2:} Non-living Allergens:

Cat dander	Dog dander	Hair
Cockroach debris	Dust mite debris	Pet dander
Cockroach matter	Dust mite matter	Pet hair
Cockroach particles	Dust mite particles	Pollen particles

(parenthetical text) and [bracketed text] is optional; *italicized* text is informational.

{Table 3:} Hard Non-Porous Surface Types:

Aluminum	Sealed Fiberglass fixtures	Laminate	Vinyl
Glazed porcelain	Glass	Metal / Tin	Countertop [surfaces]
Chrome	Glazed ceramic	Mirror	
Corian®	Glazed granite	Plastic laminate	
Crystal	Glazed porcelain	Sealed Marble	
Enamel	Glazed tile	Silestone®	
Formica®	Linoleum	Stainless steel	

{Table 4:} Soft Surface Types:

Baby carriages	Cotton (fabric) Purse	Seat cushion (household)	Stuffed (Plush) toys
Back (School) pack	Dog (Pet) bed	Seat cushion (kitchen)	Suitcase (luggage)
Baby prams	Cushion (Pillow)	Shoes (canvas) (fabric)	(upholstered) Booster Seat
Bathroom mat	Diaper bag	Shoe interior	(Upholstered) chairs
Bedding (Bedsread)	Duvet cover	Shower curtain (fabric)	(Upholstered) couches
Box spring (cover)	Gym bag (fabric)	Slippers	(Upholstered) furniture
Car (seat) (upholstery)	Highchair seat	Sneakers (canvas) (fabric)	Upholstery
Clothing	Laundry bag (fabric)	Sponges (rags)	Window treatments (fabric)
Cots	Mattress (cover)	Sport(s) (bag(s)) (equipment)	
Couch (Sofa)	Mop (Broom)	Stroller (seats)	Soft (fabric) surfaces
Curtains (Draperies)	Throw Rug	Stuffed animals	

{Table 5:} Hard Non-porous Surfaces: (Graphic - depicting use site)

Appliance exterior	Exhaust (fan) (hood)	Glazed ceramic tile		Table (tabletop) (non-wood)
Bathtub (tub)	Faucet	Glazed porcelain tile	Patio door	Telephone
Bed frame	Fixture (chrome / stainless steel)	Sealed granite	Piano keys	Toilet bowl exterior (Urinal)
Cabinet (non-wood)	Floor (finished wood)	Grill (Bar-B-Que) exterior	Picnic table (non-wood)	Vanity top
Chair (non-wood)	Floor (glazed ceramic/porcelain tile)	Highchair (non-food contact area)	Plastic laundry (basket) (hamper)	Washable (walls) (wallpaper)
Changing table (non-wood)	Floor (laminate)	Light fixture	Range hood (stove hood)	Water fountain
Computer / TV screen	Floor (linoleum)	Metal blinds	Refrigerator / Freezer exterior Shelves (drawers)	Window (windowsill)
Counter (Countertop)	Floor (sealed marble)	Microwave exterior	Shower (door) (curtain)	
Crib (non-wood)	Floor (vinyl)	Non-medical (chrome / stainless steel)	Shower (stall) (area)	
Diaper pail (non-wood)	Garbage (can) (pail) (container)	Outdoor patio furniture (non-wood)	Sink (basin)	
Doorknob (handle)	Glass topped furniture	Oven (door)	Stove (stovetop)	

(parenthetical text) and [bracketed text] is optional; *italicized* text is informational.

{Table 6: Use Sites (Graphic - depicting use site):

Basement	Garage	Living room	Tool shed
Bathroom	High-touch areas	Mud room	Kitchen
Bedroom	Home[House]	Nursery	Dining room
Den / Study	Household areas	Outdoor area	Game room
Family room	Laundry [room]	Storage (area) (room)	Rec room
Athlete/Recreational Facilities (fitness facilities, gyms)	Dry cleaners	Lodging Establishments	Public Transportation Terminals (air/bus/train/car)
Automotive Interiors (seats, handles, etc.) Office	Education (schools, colleges, preschools)	Locker Rooms	Pet Shops
Automotive (dealers, rental cars, body shops, fleet lease, car wash, etc.) Workplace	Entertainment (Theaters, Parks, Playgrounds, etc.) Hotel [motel]	Manufacturing Facilities	Retail locations (Grocery stores, Shops, Malls)
Breakrooms Cruise ships	Food Service Establishments [Restaurants] [Commercial Kitchens] Airplane	Other Commercial facilities	Shower Rooms
Churches	Government facilities	Offices	Transportation vehicles (Airplanes, Cruise ships/boats, trains, buses, auto, containers, trucks)
Commercial laundry	Hospitality Areas (hotel, motels, extended stay, time share)	Office Buildings	Zoos

(parenthetical text) and [bracketed text] is optional; *italicized* text is informational.

**Table 7: List of Organisms**

**DISINFECTANT**

<b>Bacteria/Fungi°</b>	
Contact Time 5 minutes	<i>Pseudomonas aeruginosa</i> [P.][ATCC 15442] <i>Salmonella enterica</i> [S.][ATCC 10708] <i>Staphylococcus aureus</i> [(Staph)][S][ATCC 6538] <i>Klebsiella pneumoniae</i> [K.][ATCC 4352] <i>Escherichia coli O157:H7</i> [E.][ATCC43888]
Contact Time 10 minutes	<i>Trichophyton mentagrophytes</i> [(Athlete's Foot Fungus)][T.][ATCC9533]

**DISINFECTANT**

<b>Viruses†</b>	
Contact Time 5 minutes	°Rhinovirus [(type 39)][ATCC VR-340] [Strain 209] †Influenza A [Pandemic] [(H1N1)] [CDC #2009712192] Herpes Simplex Virus, Type 1 [ATCC VR-733] Rotavirus [ATCC VR-2018]

**Non-Food Contact SANITIZER**

Contact Time 10 seconds	<i>Pseudomonas aeruginosa</i> [P.][ATCC 15442] <i>Salmonella enterica</i> [S.][ATCC 10708] <i>Staphylococcus aureus</i> [(Staph)] [S.][ATCC 6538] <i>Klebsiella pneumoniae</i> [K.][ATCC 4352] <i>Escherichia coli O157:H7</i> [E.][ATCC43888]
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**Soft Surface SANITIZER {use with Option 1 Soft Surface Directions}**

Contact Time 45 seconds	<i>Pseudomonas aeruginosa</i> [P.][ATCC 15442] <i>Salmonella enterica</i> [S.][ATCC 10708] <i>Staphylococcus aureus</i> [(Staph)] [S.][ATCC 6538] <i>Klebsiella pneumoniae</i> [K.][ATCC 4352] <i>Escherichia coli</i> [E.] [ATCC 11229]
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**Soft Surface SANITIZER {use with Option 2 Soft Surface Directions}**

Contact Time 30 seconds	<i>Pseudomonas aeruginosa</i> [P.][ATCC 15442] <i>Salmonella enterica</i> [S.][ATCC 10708] <i>Staphylococcus aureus</i> [(Staph)] [S.][ATCC 6538] <i>Klebsiella pneumoniae</i> [K.][ATCC 4352]
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**Soft Surface SANITIZER {use with Option 3 Soft Surface Directions}**

Contact Time 30 seconds	<i>Pseudomonas aeruginosa</i> [P.][ATCC 15442] <i>Salmonella enterica</i> [S.][ATCC 10708] <i>Staphylococcus aureus</i> [(Staph)] [S.][ATCC 6538] <i>Klebsiella pneumoniae</i> [K.][ATCC 4352]
45 seconds	<i>Escherichia coli</i> [E.] [ATCC 11229]

**FABRIC MILDEWSTAT**

[21] [*28] day	<i>Aspergillus niger</i> [A.][ATCC 6275] <i>Penicillium variable</i> [P.][ATCC 32333]
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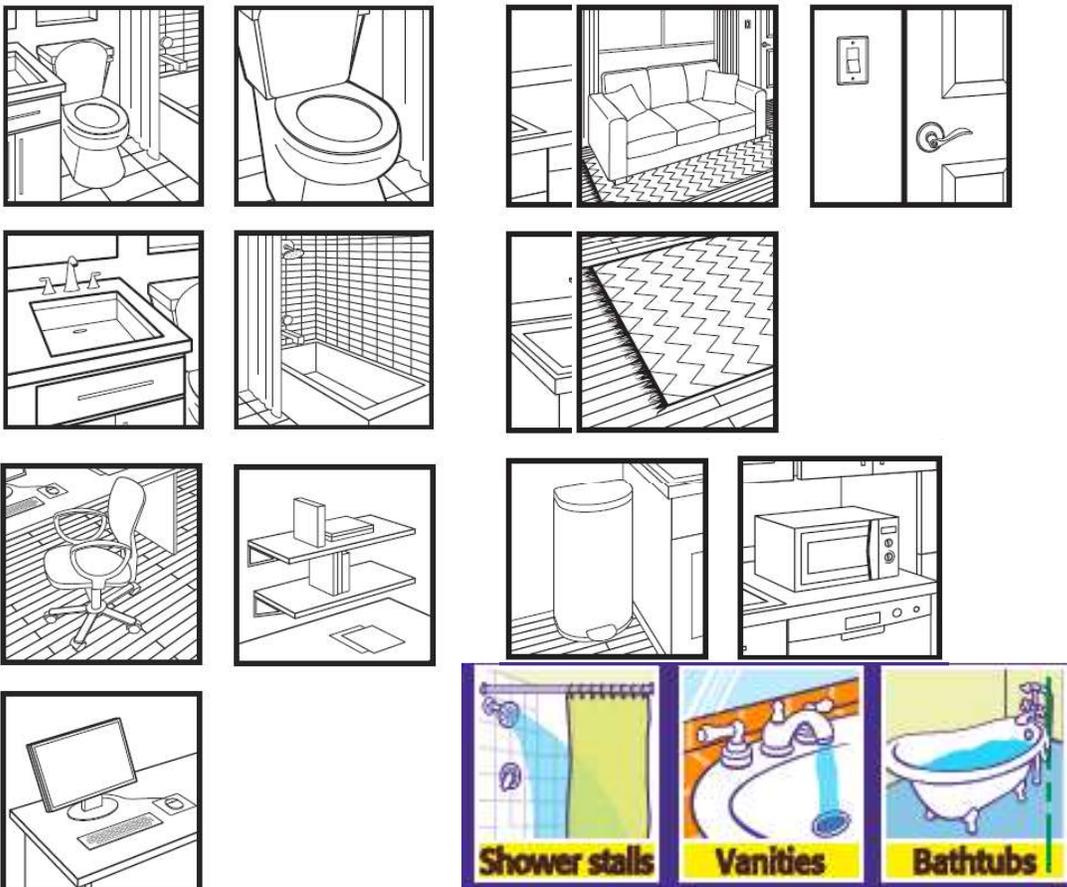
(parenthetical text) and [bracketed text] is optional; *italicized* text is informational.

\*Pre-cleaning required

Optional Pictograms- Safety



Optional Pictograms- Locations usage (Bathroom, Kitchen, Living Room, Office)



(parenthetical text) and [bracketed text] is optional; *italicized* text is informational.

Optional Pictograms- Usage



(parenthetical text) and [bracketed text] is optional; *italicized* text is informational.

### **Emerging Viral Pathogen Claims**

This product qualifies for emerging viral pathogen claims per the EPA's 'Guidance to Registrants: Process for Making Claims Against Emerging Viral Pathogens not on EPA-Registered Disinfectant Labels' when used in accordance with the appropriate use directions indicated below.

This product meets the criteria to make claims against certain emerging viral pathogens from the following viral categories:

- Enveloped Viruses
- Large Non-Enveloped Viruses

<i>For an emerging viral pathogen that is a/an...</i>	<i>... following the directions for use for the following organisms on the label:</i>
<b>Enveloped virus</b>	<u>One of the following:</u>  Rotavirus  Rhinovirus Type 39
<b>Large non-enveloped virus</b>	Rhinovirus Type 39

Acceptable claim language:

***[Product name] has demonstrated effectiveness against viruses similar to [name of emerging virus] on hard, [non-porous surfaces]. Therefore, [product name] can be used against [name of emerging virus] when used in accordance with the directions for use against [name of supporting virus(es)] on hard, non-porous surfaces. Refer to the [CDC or OIE] website at [pathogen-specific website address] for additional information.***

***[Name of illness/outbreak] is caused by [name of emerging virus]. [Product name] kills similar viruses and therefore can be used against [name of emerging virus] when used in accordance with the directions for use against [name of supporting virus(es)] on hard, non-porous surfaces. Refer to the [CDC or OIE] website at [website address] for additional information."***